



# THE SOUND OF YOUNG AMERICA

A public radio show  
about things that are awesome

## What is The Sound of Young America?

**The Sound of Young America** is the merger of public radio's intelligence with humor, creativity and fun.

**All our outlets work towards this goal of awesomeness** – our website and blog, [maximumfun.org](http://maximumfun.org), our podcasts like Jordan, Jesse Go! and Coyle & Sharpe, and of course our flagship program, The Sound of Young America, on the internet and on dozens of public radio stations around the country.

**We've also built a community** around the celebration of awesomeness. Not amongst only our listeners and twitter followers and facebook fans, but also our lively forums and live events, including tours and the annual comedy convocation MaxFunCon.

## How can I be involved?

As you'll see, our community is passionate about [maximumfun.org](http://maximumfun.org) and The Sound of Young America. We'd love to share some of the equity we've built with you. Our audience is excited to support great ideas, products and services – particularly when those ideas, products and services are supporting the shows, content and community they love.

**We're seeking brand partners to extend our budget, marketing muscle and programming capability. You're looking for a great platform for your offerings. I think we can do something awesome, together.**



## PODCASTS

All MAXIMUM FUN podcasts

301,236 monthly downloads

The Sound of Young America podcast

239,804 monthly downloads\*

## WEBSITE

In one month, maximumfun.org:

receives over 89,000 visits

receives over 45,000 unique visitors

displays over 240,000 pageviews\*\*

## RADIO

The Sound of Young America is distributed by Public Radio International.

You can hear it on 29 broadcast stations nationwide, including those in top markets like New York City and Philadelphia.

In 2008, about 195,000 people tuned in each month.

We're always growing - we added several affiliates in 2009, including KALW in the San Francisco Bay Area and New Jersey Public Radio.

\*Averages over April-June '09. Data from libsyn.com.

\*\*Based on averages over May-July '09. Data from Google Analytics.



# THE SOUND OF YOUNG AMERICA

AUDIENCE: DEMOGRAPHICS

The Sound of Young America's listeners are **young, affluent, and well-educated...**

### AGE

- 12-17 : 4%
- 18-24 : 31%
- 25-34 : 49%
- 35-44 : 12%
- 45-64 : 4%



### INCOME

- Under \$19,999 : 16%
- \$20,000 - \$49,999 : 36%
- \$50,000 - \$99,999 : 27%
- \$100,000 - \$149,000 : 13%
- \$150,000 or over : 7%



### EDUCATION

- Did not attend college : 11%
- Attended or graduated from college : 71%
- Has post-graduate degree : 19%



They care about **arts and media...**

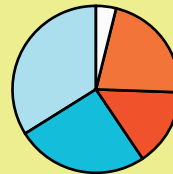
Our listeners are 20 times more likely to work in arts and media industries. \*

They regularly **shop online...**

82% of respondents have shopped online in the past 30 days.

Amount spent on internet order items in the last 12 months:

- Nothing : 4%
- \$1-\$99 : 22%
- \$100-\$199 : 15%
- \$200-\$499 : 26%
- \$500+ : 34%



...and they're **passionate fans** of the show:

### LISTENER SATISFACTION:

subject	importance	satisfaction
content	9.53	9.23
host	9.07	9.51
placement of ads or sponsorships	5.20	8.43
overall satisfaction		9.05

(scores out of 10)

### LISTENING HABITS:

- 92% have listened to 6 or more episodes
- 72% always listen to each new episode
- 77% always listen to the entire episode
- 16% listen to each episode more than once



# THE SOUND OF YOUNG AMERICA

IN THE MEDIA

PICK OF THE PODCASTS

HOT LIST - WEB EDITION

BLOG WATCH

**TIME**



**WALL STREET JOURNAL**

"The Sound of Young America calls itself 'a public radio show about things that are awesome,' but the show is pretty awesome in and of itself. Made in the living room of "Americas Radio Sweetheart" Jesse Thorn, a host whose voice sounds way too seasoned to belong to a 26-year-old, The Sound of Young America is everything a podcast (or public radio show, for that matter) should be: insightful, funny, snappy, and, above all, not stuffy."

 **the ONION<sup>®</sup> AV CLUB**

"If you've never heard 'The Sound of Young America,' then 'The Sound of Young America' is the greatest radio show you've never heard... [Jesse Thorn] interviews his guests - authors, artists, musicians, scholars, and an abundance of comedians - with the civility and preparedness of [Terry] Gross leavened with the good humor of [Conan] O'Brien."



**salon.com**

"Finally, a public radio show that's specifically designed not for the kind of people who carry around canvas NPR tote bags. The hour you'll spend listening to host Jesse Thorn interview guests with youthful humor and enthusiasm won't feel like a civic duty."  
- "The Esquire 100"

**Esquire**



# THE SOUND OF YOUNG AMERICA

PAST GUESTS



## ROB CORDDRY

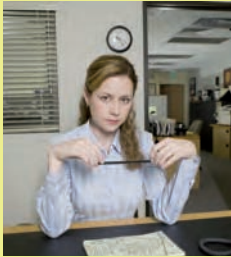
Actor and comedian

*The Daily Show with Jon Stewart,  
Harold and Kumar Escape from Guantanamo Bay, Semi-Pro*

## IRA GLASS

Host and Producer

*This American Life*



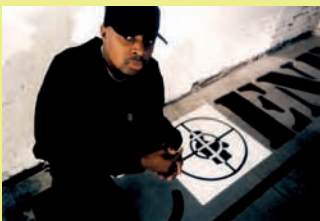
## JENNA FISCHER

Actress

*The Office, Walk Hard, Blades of Glory*

## TERRY GILLIAM

Filmmaker, member of comedy group Monty Python  
*Twelve Monkeys, Fear and Loathing in Las Vegas*



## CHUCK D

Rapper and author, member of rap group Public Enemy

## THE FLAMING LIPS

Three-time Grammy Award-winning and critically acclaimed rock band

